Attorney Docket No.: AM9-99-0-17

A atricia Levors
#6/B wayn

SEP 2 4 2003

IN THE U.S. PATENT AND TRADEMARK OFFICE

10-1.03

Applicants:

Emens et al.

Serial No:

09/583,516

Filing Date:

May 31, 2000

Title:

System and Technique for

Automatically Associating

Related Advertisements to

Individual Search Results )
Items of a Search Result Set )

Examiner:

Raquel Alvarez

Group Art Unit:

3622

Confirmation No.: 2490

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

RECEIVED

SEP 2 6 2003

**GROUP 3600** 

**RESPONSE TO OFFICE ACTION** 

Dear Sir:

475.

In response to the Office Action mailed June 3, 2003, Applicant respectfully submits the following

Amendment:

**AMENDMENT** 

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 6 of this paper.

Please type a plus sign (+) inside this box -> | + | PTO/SB/21 (08-00)
Approved for use through 10/31/2002. OMB 0651-0031
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## **TRANSMITTAL FORM**

(to be used for all correspondence after initial filing)

**Application Number** 09/583,516 05/31/2000 **Filing Date** Michael L. Emens **First Named Inventor Group Art Unit** 3622 **Raquel Alvarez Examiner Name** Attorney Docket Number AM9-99-0118

Total Number of Pages in This Submission			Attorney Docket Num	ber AM9-99-0118	
		ENCL	OSURES (che	ck all that apply)	
Fee Transmittal Form Fee Attached  Amendment / Reply After Final Affidavits/declaration(s)  Extension of Time Request  Express Abandonment Request Information Disclosure Statement  Certified Copy of Priority Document(s)  Response to Missing Parts/ Incomplete Application  Response to Missing Parts under 37 CFR 1.52 or 1.53		Drawings Licensing Petition Petition of Provision Power of Change Address Terminal Request	ent Papers pplication) (s) g-related Papers to Convert to a hal Application f Attorney, Revocation of Correspondence	After Allowance Communication to Group Appeal Communication to Board of Appeals and Interferences Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) Proprietary Information Status Letter Other Enclosure(s) (please identify below):  1. Return Receipt Postcard	
		Remarks		RECEIVED  SEP 2 6 2003  GROUP 360	
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT					
Firm or Individual name	Leonard T. Guzman (Registration No. 46 308)				
Signature		Lon	F. Mr	~	
Date September 3, 2003					
CERTIFICATE OF MAILING					
	I hereby certify that this correspondence is being deposited with the United States Postal Service with <u>sufficient postage as first class</u> mail in an envelope addressed to: Commissioner for Patents, Washington, DC 20231 on this date:  09/03/03				

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Leonard T. Guzman

Typed or printed name

Signature

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Complete if Known

## FEE TRANSMITTAL for FY 2003

Patent fees are subject to annual revision.

TOTAL AMOUNT OF PAYMENT

**(\$) 0** 

Co	omplete if Known	
Application Number	09/583.516	
Filing Date	05/31/2000	
First Named Inventor	Michael L. Emens	
Examiner Name	Raquel Alvarez	
Group Art Unit	3622	
Attorney Docket No.	AM9-99-0118	

1. Image: A count in the control of the control of the count in the co	METHOD OF PAYMENT	FEE CALCULATION (continued)
Deposit   Depo	The Commissioner is hereby authorized to charge	3. ADDITIONAL FEES
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2. Payment Enclosed:		147 2,520 147 2,520 For filing a request for ex parte reexamination
FEE CALCULATION  1. BASIC FILING FEE Large Entity Small Entity Fee	2. Payment Enclosed:	112 920* 112 920* Requesting publication of SIR prior to Examiner action
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Registration No. 1000 Telephone (408) 927-3364	SUBMITTED BY	1200 707 0004

SUBMITTED BY

Name (Printl Type)

Leonard T. Guzman

Registration No. (Attorney/Agent)

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Complete (if applicable)

Telephone (408) 927-3364

Date

Signature

Date

Complete (if applicable)

Telephone (408) 927-3364

Date

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